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## NEW BOOKS

- BARRIOL, A. *Théorie et pratique des opérations financières.* Second edition. (Paris: Doin et Fils. 1914. Pp. vi, 415. 5 fr.)
- BAYS, A. W. *Cases on commercial law.* Division 1. *Contracts.* (Chicago: Callaghan. 1914. Pp. 262.)
- BELDING, A. G. *Accounts and accounting practice.* (New York: American Bk. Co. 1915. Pp. 224. 90c.)
- BROOKMAN, T. A. *Family expense account; including problems of investment and expenditure.* (New York: Heath. 1914. Pp. 104. 60c.)
- DAVIES, J. P. *Engineering office systems and methods, together with schedules and instructions for the collection of preliminary data for engineering projects.* (New York: McGraw-Hill Bk. Co. 1915. Pp. xvi, 544, illus. \$5.)
- DAVIS, A. E. *How to find costs in printing.* (New York: Oswald Pub. Co. 1914. Pp. 120. \$1.50.)
- DUDLEY, G. O. *Corporation accounting, including exercises in special accounting problems of the large corporation.* (Saginaw, Mich.: F. H. Bliss Pub. Co. 1914. Pp. 86, illus. \$1.)
- DURELL, F. *Fundamental sources of efficiency.* (Philadelphia: Lippincott. 1914. Pp. 368. \$2.50.)
- EATON, J. and STEVENS, B. M. *Commercial work and training for girls.* (New York: Macmillan. 1915.)
- EVERS, C. C. *The commercial problem in buildings; a discussion of the economic and structural essentials of profitable building, and the basis for valuation of improved real estate.* (New York: Record & Guide Co. 1914. Pp. xii, 274. \$1.50.)
- FERGUSON, W. B. *Estimating the cost of work.* (New York: Engg. Mag. Bk. Dept. 1915. Pp. 97. \$1.)
- FOWLER, N. C. *How to sell.* (Chicago: McClurg. 1915. Pp. 317. \$1.)
- HESS, H. W. *Productive advertising.* (Philadelphia: Lippincott. 1915. \$2.)
- JONES, E. H. *Unit construction costs.* Republished by arrangement with the American Institute of Mining Engineers. (New York: McGraw-Hill. 1915. Pp. 1497-1649, illus. \$2.)
- LEWIS, E. ST.E. *Getting the most out of business; observations of the application of the scientific method to business practice.* (New York: Ronald Press. 1915. Pp. xx, 483. \$2.)
- LOCKWOOD, J. H. *The creation of wealth. Modern efficiency methods analyzed and applied.* (Cincinnati: Standard Pub. Co. 1915. Pp. 225. \$1.)

- LYONS, J. A. *Lyons' commercial law; a text book for schools and colleges and a book of reference.* (Chicago: Lyons & Carnahan. 1914. Pp. 252. \$1.)
- MACGREGOR, T. D. *Two thousand points for financial advertising.* Second edition, revised and enlarged. (New York: Bankers' Pub. Co. 1915. Pp. 170, illus. \$1.75.)
- MICINTOSH, R. J. *Reference book of accounts for manufacturing and mercantile companies.* (Toledo, O.: R. J. McIntosh & Co. 1914. Pp. 299. \$3.50.)
- MCWADE, F. L. *Selling by mail, the result of commercial evolution.* (Rochester: Frank L. Mc Wade Co. 1915. Pp. 140. \$1.)
- MAHIN, J. L. *Advertising: selling the consumer.* Published for the Associated Advertising Clubs of the World. (Garden City, N. Y.: Doubleday, Page. 1914. Pp. 260. \$2.)  
To be reviewed.
- PALMER, G. H. *Trades and professions.* (Boston: Houghton Mifflin. 1914. Pp. xii, 35. 35c.)
- ROE, E. T. *The new standard American business guide.* New edition, enlarged. (Chicago: G. G. Sapp. 1915. Pp. 512, illus. \$2.)
- SAMMONS, W. *Keeping up with rising costs.* (Chicago: A. W. Shaw Co. 1915. Pp. 192, illus. \$2.)
- SCHWABE, W. A. and GUEDALLA, P. *The effect of war on stock exchange transactions.* (London: Wilson. 1915. Pp. 140. 3s. 6d.)
- SHEAFFER, W. A. *Metropolitan system of bookkeeping, embracing theory and practice, for high schools.* (Chicago: Metropolitan Text Book Co. 1914. Pp. x, 210. \$1.25.)
- STARCK, D. *Advertising; its principles, practice, and technique.* (Chicago: Scott, Foresman. 1914. Pp. 281. \$1.25.)
- TAPPER, T. *How to build a fortune.* (New York: Platt & Peck. 1915. Pp. 230. \$1.)
- TIMKEN, F. H. *Accounting in the furniture and woodworking industries, designed in combination with "General factory accounting."* (Chicago: Trade Periodical Co. 1915. Pp. v, 118. \$2.50.)
- TIPPER H. and HOTCHKISS, G. B. *Advertising; a practical presentation of the principles underlying the planning of successful advertising campaigns and the preparation of advertising copy.* (New York: Alexander Hamilton Inst. 1914. Pp. xvi, 464, illus.)  
To be reviewed.
- TIPPER, H. *The new business.* Published for the Associated Advertising Clubs of the World. (Garden City, N. Y.: Doubleday, Page. 1914. Pp. 15, 391. \$2.)
- WALTON, S. and KIMBALL, D. S. *Auditing and cost-finding.* (New York: Alexander Hamilton Inst. 1914. Pp. xvii, 480.)

*A complication of the laws of various states on registration and transfer of municipal bonds.* (New York: U. S. Mortgage & Trust Co. 1915. Pp. 41.)

*Forms used in the accounting system: balance sheet; bureau of accounts, of revenue, of supplies, and of treasury.* (Brandon, Manitoba: Dept. Pub. Finan. 1914.)

*Forms used in the accounting system of the Memphis board of education.* (Memphis, Tenn. 1915.)

*General factory accounting.* (Chicago: Trade Periodical Co. 1915. Pp. 14, 171. \$3.)

*How to manage an office.* (Chicago: A. W. Shaw Co. 1914. Pp. 128, illus.)

*Investing under expert direction.* (Canton, O.: Geiger-Jones Co. 1914. Pp. 68.)

*List of securities held by insurance companies with valuation for use in annual statements to state departments for the year ending December 31, 1914.* (Albany, N. Y.: Frank Hasbrouck. 1915. Pp. 852.)

*Pitman's dictionary of commercial correspondence in English, French, German, Spanish, and Italian.* New edition, revised. (New York: Pitman. 1914. Pp. 502. \$2.)

*Report of the first merchandising investigation conducted by the educational research committee of the Associated Advertising Clubs of the World.* (Minneapolis: Associated Advertising Clubs of the World. 1915.)

*Success in retailing, the variety business; a handbook for earnest beginners in merchandising.* (New York: Butler Bros. 1914. Pp. 221, illus.)

*Uniform system of accounts for gas companies.* (New York: Am. Gas Inst. 1915. \$5.)

### Capital and Capitalistic Organization

ARNOLD, J. A. *Arnold's guide for New York business corporations.* (New York: Baker, Voorhis. 1914. Pp. xxx, 400. \$2.50.)

CLARKE, F. M. *Liability of stockholders for the debts of California corporations.* (San Francisco: The Recorder. 1914. Pp. 27. 50c.)

INSULL, S. *Some advantages of monopoly in connection with the manufacture and distribution of electric energy.* (Dayton, O.: United Brethren Pub. House. 1915. Pp. 61.)

JONES, E. *The anthracite coal combination in the United States.* (Cambridge: Harvard University Press. 1914. Pp. xiii, 261. \$1.50.)

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